

- B1  
cont'd*
- (a) constructing a visitor profile;
  - (b) broadcasting the profile to at least one distributor;
  - 10 (c) collecting responses from the at least one distributor, wherein a preponderance of the responses have a plurality of attributes and wherein attributes of a respective response are spread to form a large number of bid-response combinations;
  - 15 (d) selecting a bid-response combination from the at least one responding distributors;
  - (e) contracting, between the node and the at least one distributor of the selected bid-response, a transference of an advertisement from the distributor to the visitor;
  - 20 (f) effecting a transfer of the advertisement to the visitor; and,
  - (g) determining the respective price of the visitor profile substantially as the sum of predetermined prices for the attributes in the profile.
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- 4b2*
27. (Twice Amended) A device for transacting an advertisement transfer, from an advertisement distributor to a visitor, upon the occurrence of a visitor visitation at a communications node, comprising a sequentially linked series of modules:
- 5 (a) a first module for constructing a visitor profile;
  - (b) a second module for broadcasting the profile to at least one distributor;
  - 10 (c) a third module for collecting responses from the at least one distributor wherein a preponderance of the responses have a plurality of attributes and wherein attributes of a respective response are spread to form a large number of bid-response combinations;

15 (d) a fourth module for selecting a bid-response combination from the at least one responding distributors;

(e) a fifth module for contracting, between the node and the at least one distributor of the selected bid-response, a transference of an advertisement from the distributor to the visitor;

(f) a sixth module for effecting a transfer of the advertisement to the visitor; and,

20 (g) a seventh module for determining the respective price of the visitor profile substantially as the sum of predetermined prices for attributes in the profile.

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36. (Twice Amended) A program storage device readable by a machine and encoding a program of instructions for executing a method for transacting an advertisement transfer, from an advertisement distributor to a visitor, the method comprising, upon the occurrence of a visitor visitation at a communications node, the communication node performing the steps of:

5 (a) constructing a visitor profile;

(b) broadcasting the profile to at least one distributor;

10 (c) collecting responses from the at least one distributor;

(d) selecting a response from the at least one responding distributors;

15 (e) contracting, between the node and the at least one distributor of the selected response, a transference of an advertisement from the distributor to the visitor;

20 (f) effecting a transfer of the advertisement to the visitor; and,

(g) determining the respective price of the

visitor profile substantially as the sum of predetermined prices for attributes in the profile.

37. (Twice Amended) A program storage device readable by a machine and encoding a program of instructions for executing a system for transacting an advertisement transfer, from an advertisement distributor to a visitor, upon the occurrence of a visitor visitation at a communications node, the system including:

(a) a first module for constructing a visitor profile;

(b) a second module for broadcasting the profile to at least one distributor;

(c) a third module for collecting responses from the at least one distributor;

(d) a fourth module for selecting a response from the at least one responding distributors;

(e) a fifth module for contracting, between the node and the at least one distributor of the selected response, a transference of an advertisement from the distributor to the visitor;

(f) a sixth module for effecting a transfer of the advertisement to the visitor; and,

(g) a seventh module for determining the respective price of the visitor profile substantially as the sum of predetermined prices for attributes in the profile.

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Please add the following new claims 38-41 as follows:

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38. (New) The method according to claim 1 wherein the step of determining the respective price of the visitor profile includes using a memory cache structure

matching tree.

39. (New) The device according to claim 27 wherein the seventh module uses a memory cache structure matching tree.

40. (New) The method according to claim 36 wherein the step of determining the respective price of the visitor profile includes using a memory cache structure matching tree.

41. (New) The device according to claim 37 wherein the seventh module uses a memory cache structure matching tree.

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